



PRESS RELEASE

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PRENATAL CARE AND INFANT NUTRITION PROGRAM LAUNCHED

SAN SALVADOR— Starting today, 1,800 residents of Barra de Santiago and El Zapote, in southern Ahuachapán, will benefit from the Prenatal Care and Infant Nutrition Program, a public-private alliance supported by the Strengthening Health Program of the U.S. Agency for International Development (USAID).

From the total, beneficiaries include 1,000 school children, 200 pregnant women, 400 children under age five, and 200 people of mixed community groups.

USAID's support, through the Alliances Program/El Salvador implemented by Research Triangle Institute (RTI), joins the corporate social responsibility actions of Distribuidora Zablah S.A. (DISZASA) and the Barra de Santiago Association. Total investment for this program in southern Ahuachapán amounts to \$148,360 (\$53,770 provided by Alliances with USAID funds and \$94,590 provided by DISZASA).

Health problems, such as malnutrition, chronic parasitism, and lack of vaccine control for the population, have been identified through the work of the Barra de Santiago Association. Through a public-private alliance, the program will be implemented to strengthen health units, expand health care to pregnant women and children under age five, and work with school children and mixed community groups.

Practical workshops and conferences will be offered by project representatives, with support from the Salvadoran Institute for Woman Development (ISDEMU) and the Salvadoran Institute for Professional Training (INSAFORP). Topics will include pregnancy care, breastfeeding, early childhood stimulation, hygiene practices, infant nutrition, among others.

The launching ceremony was attended by Dr. Mauricio Ramos, Medical Coordinator of Ahuachapán's Integrated Health Basic System (SIBASI) of the Ministry of Health; Dr. David Losk, USAID Human Investment Office Director; José Luis Zablah, President of DISZASA; Verónica Olivares, Director of Alliances Program/El Salvador; and Enriqueta Ramírez, Executive Director of Barra de Santiago Association.

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